



Contacts

MAY 1952



Spring

*When Spring comes tripping o'er the hills,
Her tresses trailing after,
She dons a cloak of daffodils
And buttons it with laughter.*

*Her agile fingers brush the clod,
A million tints bestowing,
Her feet with emerald sandals shod
Across the fields tip-toeing.*

*The transformation of her brush
Still moving men to reverent hush.*

—Elizabeth M. Moyer



Mr. James Elliott, Company Director and Secretary-Treasurer, Passes



Mr. James Elliott, a Director of the Company and Secretary-Treasurer, passed away on Sunday, April 13, aboard the Empress of Canada while en route to his home in Toronto from Ireland.

Born in Lurgan, Co. Armagh, Northern Ireland, Mr. Elliott joined the Company in 1908 as a clerk with the General Office. He rose steadily through the Statistical, Financial and Legal Departments until in 1942 he was appointed a Director and, in 1950, Secretary-Treasurer of the Company.

An active Mason, Mr. Elliott was a Past Master of Zetland Lodge, 326, A.F. & A.M., G.R.C.; a 32nd degree Scottish Rite Mason and Thrice Puissant Grand Master, Toronto Lodge of Perfection.

A keen bowler and fisherman, Mr. Elliott took part in Eaton bowling activities and owned a hunting lodge near Huntsville, Ontario. He attended Christ Church of Deer Park, where he was a member of the advisory board and chairman of the finance committee.

The sympathy of the staffs of the Western Division is extended to Mrs. Elliott; a son, William; daughters, Margaret and Joan; and three sisters, Mrs. Caulfield and Mrs. Mighton, Toronto, and Miss Elliott of Lurgan.

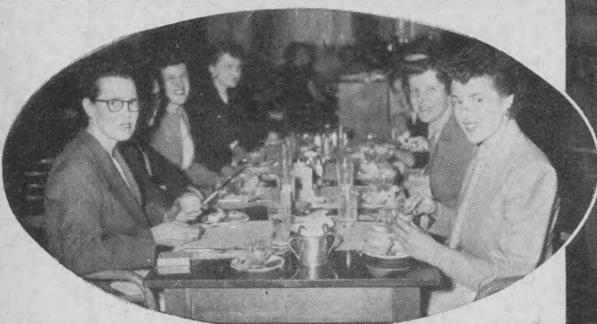


Top Row—Left: Box Factory staff. Right: Mr. Pickard shaking hands with George Bennett, Furniture Delivery.

Centre Row—Right: Mr. Clarke, Box Factory, holding shield.



Below—Mr. Pickard, Jack Roberts, George Bennett, Ed Roberts, Gavin McFadzean, A. Arnason, Mr. Muirhead.



Box Factory Takes Top Honours in Warehouse Efficiency Contest

Furniture Delivery Comes Second

Two hundred members of the staffs from the Princess Street and Alexander Avenue Warehouses were guests of the Company for dinner in the Grill Room on the night of April 1. The occasion was the awarding of departmental efficiency prizes for the winners in a competition that was inaugurated following the opening of the Princess Street Warehouse. Thirteen departments competed.

Mr. F. H. Palmer Special Guest

Mr. F. G. Muirhead, head of department, Superintendent's Office, introduced the guests at the head table: Mr. T. Giles, head of department, Receiving and Warehousing; Mr. W. L. Palk, assistant Store superintendent; Mr. A. H. Young, M.O. superintendent; Mr. A. R. Tucker, general manager; Mr.

W. B. Pickard, Store superintendent; Mr. A. D. MacDonell, supervisor, Staff and Welfare, and Mr. F. H. Palmer, superintendent, Calgary Store. Mr. Muirhead welcomed Mr. Palmer not only as a visiting Eatonian, but also as a curler. He had skipped the winning Alberta team in the Dominion Curling Bonspiel on four different occasions.

Mr. W. H. Dennis Retires

After nearly 36 years' service with the Company, Mr. W. H. Dennis, manager of the Medicine Hat Store, retired April 26.

A farewell banquet was given in his honour on April 23 at the Connaught Golf Club by the management and staff of the Medicine Hat Store. Out-of-town guests included Mr. W. B. Pickard, Mr. A. Murray, Winnipeg; Mr. and Mrs. E. M. Saville and Mr. and Mrs. R. S. McBride, Moose Jaw; Mr. and Mrs. E. C. Davis, Lethbridge; Mr. J. A. Snowden, Edmonton; Mr. B. W. Bennett, Red Deer; Mr. H. McNeill, Mr. J. Hartley and Mr. T. Mainwood, Calgary. Local guests included Mr. and Mrs. A. Stewart, Dominion Bank; Mr. and Mrs. P. Kent, Medicine Hat News; Mr. and Mrs. H. Purchase, Woolworth Company, and Mrs. M. Teel, retired.

Presentation of a sterling silver cigarette box was made by Mr. E. C. Davis on behalf of the Alberta Stores; a cellarette was the gift from the Social Club, presented by Mr. Frank Driscoll, on behalf of the staff, and the assistants and managers, through Mr. Stewart Wallace, presented Mr. Dennis with a portable radio. A bouquet of roses was presented to Mrs. Dennis by Miss M. Cooper and countless congratulatory messages were received from Mr. Dennis' associates from coast to coast.

Mr. Jim Sinclair was chairman. Mr. Jimmy Quinn (Winnipeg) led the sing song, and the evening came to a happy conclusion with dancing.

Mr. Dennis started his career with the Winnipeg Store in the Staples Department, where he met his wife, the former Louie Edge. He spent two years as a sapper during the first world war. Following his return from the services, Mr. Dennis was transferred to Calgary, then to Edmonton, afterwards serving as manager of the Medicine Hat and Moose Jaw Stores. He returned in 1938 to Medicine Hat as manager, from which position he now retires.

The best wishes of the Winnipeg Store go to Mr.



and Mrs. Dennis in their retirement, which they plan to spend in Vancouver.

Further Honours For Mr. A. R. Tucker

Mr. Tucker Appointed a Director of
The T. Eaton Co. Limited

It has been announced from Toronto that Mr. A. R. Tucker has been appointed a Director of The T. Eaton Co. Limited, and General Manager of the Western Division under the supervision of Mr. R. S. McCordick, Vice-President.

BOX FACTORY TAKES TOP HONOURS IN EFFICIENCY CONTEST

(Continued from Page Four)

Mr. Pickard Explains Competition

Mr. Pickard outlined the idea behind the competition: to encourage cleanliness, improve morale and to promote efficiency and good stock-keeping among warehouse personnel. Mr. Palk and Mr. Muirhead had drawn up the program and worked out the scoring schedule, and 15 judges had been appointed from the supervisory staff to make unheralded rounds and turn in reports. They made five trips and posted the results of their inspection each time on a large bulletin board.

Mr. Pickard said that when he saw the results coming in, 75 per cent of the departments with nearly perfect marks, he had gone to the warehouses to see for himself and was astounded at the results. He thanked the staffs personally for saving his reputation and in the name of the Company for the good work they were doing.

Only Ten Per Cent Between High and Low Scores!

The results of the competition were then announced. There was a difference of only 10 per cent between the high and low scoring departments,

and where marks were lost it was not for anything serious or habitual. Several members of the staff had remarked: "What a good thing this has been for us."

Mr. Pickard went on to say that the warehouse people need never be ashamed if the President or Company executives made rounds of their warehouses.

Alf Cortens Takes Special Bow

First prize was presented to Mr. H. V. Clarke, supervisor of the Box Factory. Mr. Clarke, in turn, called on the 43 members of his staff to stand up, and introduced Alf Cortens who was responsible for the cleanliness of the factory.

Second prize went to George Bennett of the Furniture Delivery warehousemen and his staff of three.

The Lighter Side of Life

Entertainment was provided by Gordon Harley, impersonator; Paul Buda, accordionist, and Leon Fedur, violinist. Gordon Harley's presentation of "The Man Who Won the War" was especially applauded.

PRODUCING THE EATON CATALOGUES IS A VOLUMINOUS BUSINESS

Mr. W. E. Gray
Addresses Assistants' Association

It really is a voluminous business to produce the catalogues and it took Mr. W. E. Gray, supervisor, M.O. Advertising, to bring a picture of it to life. This he did at the monthly dinner meeting of the Assistants' Association held in the Grill Room on March 27.

Background of Experience

The speaker dealt almost entirely with the technical side of the question as he thought his audience of assistants would have sufficient knowledge of the subject to follow him. The assistants, in their turn, realized that it took a man of Mr. Gray's experience, nearly 35 years in the City and M.O. Advertising, to handle an enterprise of this nature.

Few of them realized, until hearing Mr. Gray's talk, how many people and details are involved in the production of a catalogue and the knowledge of merchandise and skills required.

Continual Production

Five catalogues are issued yearly. Two general, two mid-season catalogues and a January Sale are produced, partly here and partly in Toronto, and several smaller booklets and fliers are produced entirely in Winnipeg. The Toronto office produces the Toronto, Maritime and French editions, and the Winnipeg office, the Winnipeg and B.C. editions.

Planning a Book

The book first has to be planned with a view to the capacity and type of machinery in the Winnipeg and Toronto printing plants, then the work is divided between them. The general catalogue has 32 sections to conform with the binder's 32 pockets. Then the merchandise departments send in requests for approximate space requirements. The merchandise heads meet in Toronto and allocate space. Next, a timing schedule is drawn up. So much time is allowed for sketching, for photographing, for plating, for copy writing, typesetting, proof reading and so on.

Its Production

Following this preparatory work the buyers come in with samples of goods they are offering the public. These samples are sketched or photographed. If photographed, they are scaled down and re-photographed in groups. This work is sent out to the engraving plants. The Winnipeg copy is written and the copy comes in for the Toronto-written pages. The Toronto pages are proofed for Winnipeg changes. If the B.C. edition is under preparation, the proofs are all read for Vancouver changes before the completed pages go to the printers.

Interesting Sidelights

Descriptions of the layout work in the central studio of the Company at Toronto, placement of art work and photography, selective work from as far away places as New York, made interesting sidelights. The speaker enlivened his talk with an exhibition of layouts, working photostats, "comprehensive" make-up photostats and prints of the



finished art; samples of one-colour and four-colour art, in both drawn and photographed media.

As the subjects of engraving and artwork are familiar to all assistants, Mr. Gray went on to explain the special nature of catalogue plates processed to run on smoother and harder papers to carry detail in varying degrees of fineness.

Printing Processes

The catalogue has a cover done in four colours run on up-to-the-minute fast colour presses which can turn out a four-colour run at the rate of nearly a page per second.

Some of the pages are done by rotogravure, that new, speedy invention which places the printed image directly on the cylinder. Other pages are done on the letter press. Our own printing plant does excellent letter press work and has a very modern bindery.

Mr. Gray described these methods of printing and the steps necessary to prepare plates for each of them. He also described the operation of the new binder.

The speaker ended his talk by stating that the assembly, binding and mailing of the catalogues were other phases which he didn't have time to go into and could very well be subjects for another talk in themselves. He finished with a very graceful tribute to the assistants and their place in the Company.

Thank you, Mr. Gray, for a very ably delivered and informative talk.

EATON SOFTBALL LEAGUE

Attention, Sluggers!

The closing date for team entries for the Eaton Softball League is May 17. So get your teams lined up and notify Mrs. R. Collins (Wallpapers), secretary of the league, or any other member of the baseball executive.

The season opens at Sargent Park on May 25.



Top Row—Left to right: W. James Agnew, Samuel Poole and Alfred Saunders.
 Lower Row—Jessie Clark, Hugh MacDonald, Arthur H. Daw and Albert Tisdale.

Congratulations on Your 40th Anniversary

WILLIAM JAMES AGNEW

A Val-a-pak bag was presented to James Agnew, head of department, M.O. Draperies, on the occasion of his 40th anniversary, April 7. Mr. H. W. Cooper, supervisor, made the presentation for the staff at a breakfast held at Moore's in Mr. Agnew's honour.

Belfast, Ireland, is James' birthplace and he spent four and one-half years with the Lord Strathcona Horse during the first world war. His 40 years with the Company have all been with the Draperies.

The former Janet Kier of the Draperies is James' wife and they have a married daughter, Mrs. Henderson.

SAMUEL POOLE

A signature in the operating section of the M.O. Jewellery Repairs, Lancashire-born Sam Poole had his 40th anniversary with the Company on April 13. The celebration took place on the 12th when Mr. Alex Cranston, supervisor, presented him with a gladstone bag as a gift from the staff.

The staff treated him to a dinner party at Moore's the same day and presented him with a large apron containing many pockets, each of which held a different gag gift.

Sam belongs to the St. James Lodge A.F. &

A.M., Valour Road Legion, and is an executive member of the Valour Road Curling Club. He golfs and is a member of the 43rd Association, the Cameron Association, and a sergeant in the St. John Ambulance.

During the first war, from 1916-1919, Sam served with the 43rd Battalion.

ALFRED SAUNDERS

Head of Grocery Packing, Alfred Saunders observed his 40th anniversary with the Company and the Groceries on March 27. Mr. L. Farmer, head of department, presented him with a coffee table from the gang to mark the occasion.

Alfred comes from Hampshire, England. He served overseas for four years during the first war with the Winnipeg Rifles and was with the Veterans' Guard during the second world war.

JESSIE CLARK

The staffs of the Notions and Fancy Goods in the M.O. met at the Homestead for a dinner on March 27 in honour of two 40-year members, Jessie Clark (April 11) and Fred Wilson (March 12). Following an enjoyable dinner, head of department, Mr. J. W. Aker, acting as M.C., made a few remarks lauding the merits of the guests.

(Continued on Page Eight)



John G. Moore

Jessie K. McNaughton

Edgar P. Flannery

Thirty-Five Years With Eaton's

JOHN GRAY MOORE

East Ham, London, England, is the birthplace of Johnny Moore, M.O. Assembly, who celebrated his 35th anniversary with the Company on March 26. John has been in Canada for 45 years.

Besides his 30 years in the M.O. Assembly, Johnny spent five years with the Farm Implements. Hecurls with the Eaton Men's Curling Club and used to belong to the old Eaton Wanderers' Soccer Club.

In honour of his anniversary, John received a 46-piece set of china dinnerware and a wallet as gifts from the staff. Many more happy years to you, Johnny.

JESSIE KAY MCNAUGHTON

The Wages Office, where she has been for 35 years, presented Jessie with a mirror to honour her 35th anniversary with the Company which took place on March 26. In the absence of Mr. Neelands, Mr. A. E. Hughes, head of department, made the presentation. Also in Jessie's honour, Mrs. I. Barbour entertained at her home on March 26 where she was presented with a mantel radio. Among other gifts were flowers from the Time Office.

EDGAR PHILIP FLANNERY

Thirty-five years with the Company and Delivery Department was observed by Winnipeg-born Eddie Flannery on April 2. To mark the occasion, Mr. A. Arnason, supervisor, presented Eddie with a set of seat covers and a robe for his car.

In making the presentation, Mr. Arnason remarked that Eddie was the oldest driver on the staff, that is, in view of the number of years he has been driving. Mr. Arnason thanked Eddie for his co-operation over the years and wished him continuing good health and happiness.

KATHERINE WINNIFRED THORNHILL (No Picture)

From Somerset, England, is Kitty, section head of the Linens in the Fancy Goods Department, who observed her 35th anniversary on March 26. Kitty was in California visiting her brother, Bob, who will be remembered by the M.O. Operating staff, so her gifts waited her return. On April 2 she found a beautiful bouquet of red roses and a lovely leather handbag as gifts from the staff. She also received several wires on her anniversary date from friends in the department. Many happy returns, Kitty.

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Congratulations on Your 40th Anniversary

(Continued from Page Seven)

Owing to the holiday, Jessie observed her anniversary on April 12. Many friends called during the day and presented her with gifts, including a mantel radio from her co-workers.

Jessie was born in Dromore, Ontario. She belongs to the Eaton Women's Golf Club and is very fond of lawn bowling.

HUGH MACDONALD

"There are times when I have lots to say and times when words fail me. This is one of the latter times," said Hugh MacDonald, Freight Transport, on his 40th anniversary.

Mr. A. Arnason, supervisor, presented Hughie with a mantel radio the morning of March 22 to mark the occasion, though Hugh's actual anniversary date was March 19.

Hughie's warm baritone voice is a favourite with Eaton concert parties. He belongs to the I.O.O.F. and has held almost every lodge post there is in that organization.

ARTHUR HENRY DAW

"I have spent the whole of my service handling men's headwear," says Arthur Daw, who celebrated 40 years with Eaton's on April 1.

Mr. L. Cleve, head of department, presented his assistant with a gladstone bag, for the staff.

Arthur was born in Exeter, Devonshire, England. He spent three and one-half years with the 43rd Battalion Cameron Highlanders of Canada during the first war and belongs to the Valour Road Memorial Branch, Canadian Legion, and the Sons of England where he is Lodge Chamberlain.

ALBERT TISDALE

"It's a great thing to spend 40 years with one Company—I suppose," thoughtfully added Albert Tisdale. "I've never tried a second." The occasion was Albert's 40th anniversary presentation which took place March 22. The actual anniversary date was the 23rd.

Mr. A. Arnason, supervisor, presented his assistant with a gladstone travelling bag from his associates in the Freight Transport, and wished him health and happiness.

Mr. J. Johnston, supervisor, M.O. Operating, added a few words of appreciation for the grand job Albert had done over the years and hoped he would enjoy another 40.



Top Row—Left, Hugh Eakin; centre, Blanche Scott; right, Robert Paxton.
 Centre Row—Left, Ruby M. Williams; centre, Hester Wells; circle, Ben Olafson; right, Samuel Colhoun.
 Lower Row—Left, Bella M. Ferris; centre, Sigurlaug Breckman; right, Julie Sabblut.

Welcome to the EATON Quarter-Century Club

HUGH EAKIN

County Derry, Ireland, is the homeland of Hugh Eakin, of the Coat Section, Men's Clothing, who entered the Quarter-Century Club on April 4. Mr. E. Martin, supervisor, presented him with a gladstone bag from the staff together with their best wishes for many more happy years, and he was guest of honour at a stag held at the St. Charles on April 1.

Hugh is a member of No. 10, Northern Light Lodge, and Shriners. He served overseas during the first world war as a motor transport driver with the Canadian Cavalry Brigade and 5th Artillery.

Married, Hugh has four sons, Jack, Bob, George and Hugh, who is with the Boys' Clothing Department. (Continued on Page Ten)

Welcome to the Quarter-Century Club

(Continued from Page Nine)

BLANCHE SCOTT

Decorating the iced cakes sold in the Hostess Shop is Blanche's very intriguing occupation. She has spent her 25 years with the Store in the Grill Room Products Department.

Mr. J. D. Laing, supervisor, and Mr. George Fox, assistant, made Blanche a joint presentation of a pair of travelling cases, a gift from the staff, on April 9. Her actual anniversary was April 11.

Many more happy years with Eaton's, Blanche.

ROBERT PAXTON

Bachelor Bob Paxton, of the Men's Clothing Workroom, was presented with a mantel radio by Mr. J. Paterson, head of department, on March 21, in honour of his 25 years with the Company.

Born in Scotland, Bob served overseas in France and Belgium for three years during the first war with the 2nd Motor Machine Gun Brigade. He now enjoys lawn bowling at the Fort Rouge Club and is a member of the Eaton Curling Club.

"Wish I was starting again," says Bob of his Store service.

RUBY MAY WILLIAMS

Section head of the findings counter in the Notions, Ruby Williams, from Roland, Manitoba, joined the Quarter-Century Club on April 9. Supervisor S. H. Williams presented her with a silver tea service and tray as a gift from the staff. Sterling silver salt and pepper shakers, a bracelet, a corsage and a travel alarm were among her other gifts.

Ruby has been secretary of the Eaton Riding Club for the last 13 years and plays golf with the Eaton Women's Golf Club. She also does needlepoint.

A holiday in California in the fall is what Ruby has planned, and she hopes to be able to ride while there. All the best for your next 25 years, Ruby.

HESTER WELLS

"Time has come and gone and am not sure just where," says Hester Wells, who finds it hard to believe that it was 25 years ago on March 21 that she started with Eaton's.

Hester was born in Winnipeg. She was a sergeant with the C.W.A.C. Ordnance and Postal Corps and served overseas during the second world war. She belongs to three service clubs.

Mr. G. B. Douglass, supervisor of the Grocery Department, where she has spent her 25 years, presented Hester with a set of travelling cases, along with happy anniversary wishes from the rest of the staff. She was also one of the guests of honour at an anniversary party held by the department at The Homestead on March 25.

BEN OLAFSON

A member of the Icelandic and Swedish Clubs and the Winnipeg Male Voice Choir, Ben Olafson, of the Customers' Decorating, observed his quarter-century anniversary on March 23.

Born in Akranes, Iceland, Ben intends to spend his long holiday on a return trip to his native land.

Mr. J. W. Morrison, head of department, presented Ben with an easy chair at a gathering at Ben's home on March 29, and wished him all the best for the next 25 years.

SAMUEL COLHOUN

"Would I have stayed 25 years if I didn't like it?" was Irishman Sam's answer to a query about his service with the Company. Sam looks after the supplies for the Grill Room Products stockroom. He joined the Quarter-Century Club on April 11 and was presented with a mantel radio from the staff on April 10.

Sam is a member of the Eaton Bridge League, and has won 57 prizes for his gladioli. In 1951 he took a prize for the best spike in the Winnipeg Horticultural Society's show.

The former Marion Taylor of the Jewellery Department is Sam's wife.

BELLA MAUDE FERRIS

"I like travelling very much and hope to go east for my long holiday to visit my sister in Ottawa, and perhaps go on to Montreal and Toronto," are Bella's plans for celebrating her quarter-century holiday.

Bella had her anniversary on March 28 when she was presented with a table load of lovely gifts, including a travelling case and a Waterman pen from the staff.

Congratulations, Bella.

SIGURLAUG BRECKMAN

A dinner and dance at the Highwayman was held, April 12, by the M.O. Women's Dress Department in honour of Sig Breckman, who achieved her 25th anniversary with the Company on April 6.

The best wishes of the staff went along with the luggage that was presented to Sig as a departmental gift.

Lundar, Manitoba, is Siggie's birthplace. Shecurls with the Eaton Women's Curling Club, plays golf with the Eaton Women's Golf Club and bowls with the Eaton League. Besides her 25 years with the M.O. Dresses, Sig spent five years in the M.O. Handkerchiefs.

Good wishes to a good sport.

JULIE SABBLUT

"Enjoyed every moment of my 25 years in the Garment Factory," says Julie of her Store service.

Julie, who was born in London, England, was convalescing from an operation on her anniversary, March 28, but she came in for the day to find her desk decorated and a set of luggage and a woollen housecoat waiting for her. These were gifts from the staff. Julie enjoys knitting.



“Appealingly Feminine”

Spring's New Fashion Mood

St. Patrick's Day in the evening found over 300 members of the fashion staffs in the Grill Room for an appetizing dinner and a preview of the spring fashions. The windows along the Store front glittered with the bijouterie of fashion pointing up the mood feminine in the beautiful ensembles.

Spring Is In the Air

Inside the Grill Room, decorated with purple and white gurkins, southern flowers, the models displayed spring's soft feminine colours in coats, suits, dresses and play clothes from Paris, London and New York, not forgetting Toronto and Montreal, who supply an increasing number of our more appealing clothes. In fact, only fifteen originals were from London and Paris, about one quarter or less of the entire show.

Colours Are Soft

The white plastic curtains trimmed with gold thread disclosed four ensembles in the spring classic—navy. Miss Wilma Blocher, fashion co-ordinator, and her assistant, Miss Margaret Dowler, who was the evening's commentator, carried out the theme. Both were in navy.

Following the navy, some smart black and white afternoon dresses appeared, then the delicate spring colours took the floor. Pale neutral tones with soft beige predominating and all shades of blue, from navy through to soft Alice, held the spotlight for daytime clothes.

Feminine Fashions

Coats are long and pendulum, tucked or pleated, or soft, short “cuddle” coats to top off the full frothy skirts. Even the suits showed a soft touch. Shorties come three-quarter length to almost full length.

The play clothes picture is gayer and prettier than ever. There were T-shirts or sleeveless cotton blouses with full, printed chambray skirts, seersucker separates and the new tapered slacks. Nearly all these costumes were shown with the new brevitt play shoes. Even the male spectators seated just below the runway applauded when this fascinating footwear made its appearance.

Spencers For Spring

For afternoons there are spencer jacket dresses, sometimes in paper taffeta. Yes, the spencer, even in fur, is definitely spring news.

For evenings there are both short and long gowns, many of them with ultra-feminine Empire lines.

(Continued on Page Fifteen)

DESCRIPTION OF PICTURES

Top Row—Left: A glimpse of the fashion staff. Centre: Salute to navy. Right: Smart black and white. Centre Right—Hardy Amies' navy wool “Fresco” suit, trimmed with white pique. Lower Right—Christian Dior's ankle-length evening gown in satin striped white silk sheer with crinoline. Corsage of white and yellow narcissi.



EATON'S

TRANS-CAN

YES! TACA

Thursday, May 1 and Friday, May 2

A Real Challenge

How about it, guys and gals? You've always put it over before and you can do it again. Yes, and our Store comes out tops across Canada, so let's get behind the Sale and make it bigger and better than ever.

Canada-Wide

This great event reaches from coast to coast. Goods bought in quantities for the Sale means savings for you and your family as well as the neighbours.

Preview for Employees and the General Public

Preview of TACA merchandise will be held in each merchandise department April 29 and 30. Sale items will carry special TACA tickets.

Phone Orders

Advance phone orders will be taken Tuesday from 9 to 5;
Wednesday, 9:00 to 12:30; Thursday and Friday, 9:00 to 5.



FROM COAST TO COAST

CANADA SALE

ACA IS HERE AGAIN!

THERE WILL BE A QUIZ!

All Eatonians Are Eligible To Enter a Quiz Contest
Consisting of Twenty Questions

Fifteen of these queries refer to goods advertised in the big 24-page flier out on April 29. Five questions refer to merchandise shown in the Store windows. *No trick questions.*

\$500 In Cash for Prizes!

Thirty-Three Prizes for Correct Answers

First Prize	\$100.00	5 Prizes at \$20.00 each.....	\$100.00
Second Prize	75.00	10 Prizes at 10.00 each.....	100.00
Third Prize	50.00	15 Prizes at 5.00 each.....	75.00

NOTE—Prizes will be awarded on the basis of drawing entries. The first one drawn with all-correct answers will be awarded first prize and so on until all prizes have been awarded. Each employee entitled to ONE entry only.

Winners to be announced week of May 5.

Completed Quiz Cards (Distributed to Staff) to be Handed in to
Department Offices Before 9 a.m., Thursday, May 1

GET IN THERE AND WIN!

EATON ANGLING CLUB . . . Calling All Anglers!

Start checking over your tackle, fellows, if you haven't already done so. This is the month you've been dreaming of all winter.

We're off to a good start with two trips planned, West Hawk Lake, for trout, the first week-end after the ice goes out, most likely the 18th, and of course, the annual Victoria Day Derby to Indian Bay on the 24th.

—————
REMEMBER—MEMBERS ONLY can be accommodated on trips this season, so get your 1952 membership now from F. Williams, Watch Repairs, Mail Order, or Johnny Johannson, Sporting Goods, third floor, Store.

—————
NOTE: An exception has been made for the 24th trip. Non-members will be accommodated if transportation facilities permit, so REGISTER NOW.

March Meeting Well Attended

Over 100 members turned out to the March meeting in the Free Press Board Room and were entertained with some excellent films by projectionist Bert Lunt.

The meeting was presided over by Vice-President Pat Carr. Plans were completed for the summer outings and reservations taken for the May trips.

Cy Fitzgibbon Wins Gold-Plated Rod

Over 200 club members and their friends attended the spring smoker March 21 and had a most enjoyable evening. The entertainment included interesting films provided by courtesy of the C.N.R.

The glass rod with gold-plated fittings, given as a door prize, was won by Cy Fitzgibbon, Sporting Goods. Congratulations and good fishing, Cy.

W. Bailey, social convenor, and a hard working committee had everything well organized, while Charlie Schmitleitner and J. Sawchyn, assisted by Pat Carr, provided plenty of food. President Arni Cooper presided.

—Bert Mudge

EATON MEN'S GOLF CLUB

Seniors' and Grandfathers' Field Day, Friday, May 30—Elmhurst

Pushing fifty and still able to enjoy an afternoon in the sun with the boys?—then get your entry in now for the Seniors' Golf Day. The annual fun-fest will take place Friday afternoon, May 30, at Elmhurst. A big turnout is expected—count yourself in on some fun-in-the-sun.

The W. G. B. Dailley Trophy will be up for competition for men fifty years and over. There will be the usual assortment of prizes for the runners-up. Dinner and presentation of trophies will close off a red-letter day on your golfing calendar. Plan now to attend.

A special event will be the Grandfathers' competition for the B. C. Scrivener Trophy. Open to all grandfathers—no age limits. The golf will be good; the food—the best; the weather—heck, "it never rains at Elmhurst."

Entry forms are available from your department representative or any member of the golf executive. Please fill them out right away—May 20 is the deadline.

A great big special welcome to our retired men. You are all welcome and we would like to see you all out on Friday, May 30.

Knockout Competitions For Class Championships

Play will start immediately in all knockout competitions. After the qualifying round, winners will compete in the championship event for their class and the losers will drop down into the consolation event. Two weeks will be allowed for each round. *Play or default rule will be strictly enforced this year.*

The finalists in each class in both the championship and consolation events must be declared before August 25. This year the final in each class will be played at Elmhurst, August 25, under the direction of the golf executive. The playoff for the John David Eaton Trophy will take place on the same day.

Remember, August 25 is Finalists' Day—Get Your Preliminary Rounds Played Early

Eaton's Mixed Five-Pin Bowling League

PIN-BOY CHATTER

By Ewan McFadyen

April 8 was the last night of league bowling and there was quite a scramble for the top spot in most of the divisions. In Division One three teams tied for first place: Bill Robertson's Merrimacs, Bill Stewart's Set-Ups and Art Wright's Millwrights. They all had 16 wins and 11 losses. In Division Two Reg Wright's Strollers snared the coveted position. Lloyd Waddell's Roughriders tied with Tom Scott's Scotties in Division Three. In Division Four Bill Liver's Pat's Punchers won out. Division Five was captured by Joe Green's Raiders. Division Six ended up with Herb Graham's Nationals on top. Alan McFadzean's Maybees took the honours in Division Seven and Bev Youngman's Flying Imps scored at a walk in Division Eight.

Division One—After the smoke cleared away, first place was awarded to Bill Robertson's Merrimacs on total pins plus their handicap. Mary Moore led the girls with 706; Marion Waldie rolled 692. Others in the 600 bracket included Ann Anderson, 655; Mildred Duncan, 631; Mildred Barker, 622; Gladys Morris, 619, and Marg Jones, 611. Jack Collett led the men with 776; Ernie Wall, our genial secretary, 677; Bill Robertson, 675; Bob Clark, 666; Eric Guile, 645; Jack Merrett, 630; Walter Mills, 623; Bill Adams, 614, and Sig Sigvaldason, our money man, 612.

Division Two—Reg Wright's Strollers proved to be the team to beat in this division, and even though they lost two games to Saunders' Lafalots, they came out on top with one game to spare. Clarence Saunders wasn't missing many pins when he racked up a three-game total of 812; George Bennett was good for 701; Lorne Jackson, 684; Gordon Quinn, 654; Bill Maskell, 652, and Paul Devisscher, 603. Elsie McDougall shot 636 and Elsie Course rolled 603.

Division Three—Tommy Scott's Scotties edged out the Waddell-Firth combo of the Roughriders to take the series over on total pins. Tommy's total of 769 must have had something to do with it. Amy Irwin had a high threesome of 708; Peggy Muddeman, 634; Vera Simpkins, 622; Gertie Chatten, 611; Siggy Breckman, 594; Marge Millward, 580. Stan Olso just missed a 700 night by two pins; Tommy Ings, 632; Frank Taylor, 636; Doug McPherson, 638; John Paterson, 600; Maurice King, 600.

Division Four—Bill Liver's Pat's Punchers edged out Frank Swonnell's Monarchs by one game to take the series. Dot Hardiman had a fine night hitting the pins for 760. Hazel Kinsman had 719; Bessie Valentine, 655; Dot Martin, 641; Irene Robertson, 636, and Bette Stevenson, 603. Jim Torbett was the best of the men with 680; Bob McQuarrie, 674; Bill Liver, 635, and president Dave Mackie, 625.

Division Five—Joe Green's Raiders lost only eight games out of 27 to take their series, ending up one game ahead of Frankie Thompson's Mixers. Joe Green topped the men with 675; Harry Sheidow, 654; Cy Adams, 634; A. Watson, 603; Albert Gable, 600, and Bill Reid, 600. C. Bewick was the high girl with 600; M. Burtnick, 598; M. Schneider, 592; C. Mickowski, 572, and V. Bale, 552.

Division Six—Herb Graham's Nationals took only one game from Doris Slack's Jeeps, but it was enough to give them the series. Flo Paget of the Twenty-Niners had a good night with a high single of 284. Millie Barker's high was 227 and Hazel

Tarry had two good games, 220 and 215. Paul Munson shot 631; Mac McAlpine had 611, and Herb Graham, 605.

Division Seven—Alan McFadzean's Maybees lost two games to Harry Way's King Pins but still came out on top as Al Tummon's Trotters could only take two from Ed Olien's Vikings. Ruth Evans proved to be the best of the girls with 625; Marjorie Tanner, 599, and Barbara Kent, 599. Bob Simpson rolled 629 and Johnny Lemmen, 604.

Division Eight—Bev Youngson's Flying Imps were never headed off all through the series, losing only seven games all told. Margaret Spearing's high single was 213 and Lorraine Ramsay had a 566 threesome. Alex Stratton ended up with 753 (298) and Jim Cooper's high single was 288.

The Bowling Queen this month is Dorothea Hardiman and the Bowling King is Clarence Saunders.

FLASH—

The Cellowraps, captained by Lloyd Waggoner, Division Eight, won the Extra Grand Championship with a total of 3,378. This was their first year of Eaton bowling. Second place went to the "scratch" team, Jack Collett's Jay Dees, Division One, who rolled 3,239. Al Beavis' Walbees captured third place with 3,189.

Division winners: One, Jay Dees; Two, Lafalots; Three, Scotties; Four, Zeros; Five, Walbees; Six, Twenty-Niners; Seven, Trotters; Eight, Cellowraps.

"APPEALINGLY FEMININE"

(Continued from Page Eleven)

Accessories Are Always Important

Hats are tiny, made of feathers or shells, and cling to the head as if to defy the spring gales. Slimmest of slim sandals and the new low scoop pumps go along with brevities in the shoe picture, and jewellery glimmers on pockets and gloves as well as the usual lapels and necklines. Furs are small.

Swirling Skirts

Skirts swirl with their own full grace or are aided by crinolines. Sometimes they hug the body till the low-set pleats release the hem for walking. Sleeves adapt many peculiar shapes and any shape that draws attention to the tiny waistline is high fashion news.

All in all, the emphasis is on femininity. Soft outlines for shoulders and hips, various types of sleeves, pleats and tucks, bows and flowers, soften the entire effect.

A group of the curling crowd at the banquet.



Mr. Johnston presenting Club Championship Trophy to May Pfeifer, Avis Borland, Ruth Hodgson and Anne Hopps.

Eaton Women's Curling Club Annual Banquet

Pfeifer Rink Wins Two Awards

From the rousing rendition of "For They Are Jolly Good Fellows" which welcomed the Walsh rink, Dominion curling champions, honour guests of the evening, to the schottisches and polkas, danced to the music of "Duffy's Novel-lettes," the Eaton Women's Curling Club banquet and prize presentation, held April 2, could rightly be termed an outstanding success.

Special Guests

Madeline Doyle, club president, introduced the head table guests: Mr. and Mrs. T. M. Miller, Mr. and Mrs. Len Wimble, Mr. and Mrs. A. D. MacDonell, Mr. and Mrs. W. L. Palk, Mr. and Mrs. J. Johnston, Mr. and Mrs. A. H. Young, Mrs. Brady, Messrs. William Walsh, A. Langlois, A. McWilliams, J. Watson, and Misses Ethel Smith and Mary Moore. Madeline paid tribute to the support given by the Company to the Women's Curling Club and congratulated the four girls who brought back the Eaton award from the Flin Flon bonspiel. She also thanked the outgoing executive for the work they had done in making the year's activities so outstanding.

Greetings from the Guests

Greetings were brought from the Eaton Men's Curling Club by President Len Wimble, and Mrs. Brady, president of the Selkirk Women's Curling Club.

Bill Walsh, when asked to speak, threw

the ball to his second, Andy McWilliams, who gave a very entertaining "thank-you" for the invitation extended to their rink to attend the banquet.

Mr. W. L. Palk, assistant Store superintendent, congratulated the girls on a most successful season. He stated that nearly 100 of them were curling every week, thus adding greatly to the success of the organization.

Mr. Jim Johnston, supervisor, M.O. Operating, extended his congratulations, and Mr. A. D. MacDonell, supervisor, Staff and Welfare, complimented the executive on the growth of the club.

Western Playdowns

Mr. A. H. Young, M.O. superintendent, announced that the Company had sponsored the Manitoba playdowns which had been won by an Eatonian from the Flin Flon Order Office. As this Manitoba affair had proved so successful, the Company would sponsor Western Canada playdowns

Top Picture—McClure Trophy winners, left to right: Jack Johnstone, Bill Patterson, Howard Josephson and B. Buchan.

Lower Picture—Back row: Bruce Price, B. Elliott, J. Willingham, F. Hamilton, D. Deally, K. Hanson, S. Derraugh, B. Houldsworth, B. Maunders and D. Atkins. Front row: S. Neville, E. Sigvaldason, K. Merritt, P. Milne and H. Shimmens.

Jack Johnstone Takes Despatch Curling Title!

"Battling" Jack Johnstone received a big ovation at the Despatch curling wind-up, March 26, at the Fort Garry Rink, when he was presented with the McClure Trophy by its donor, Mr. Jim McClure, head of department. Sharing honours with Jack were W. Patterson, H. Josephson, B. Buchan.

Winners of "A" Group, B. Price, D. Deally, S. Neville and S. Maltman, received their prizes from Mr. Tom McBryde, head of department, Staff and Welfare.

Prizes were awarded to "B" Group, H. Shimmens, F. Hamilton, B. Elliott, K. Hanson and J. Seaborn, who received their prizes at the hands of Bill Hurlburt.

"C" Group winners, E. Sigvaldason, K. Merritt, S. Derraugh and J. Willingham, were presented their prizes by President Pat Milne.

Harry Shimmens "consoled" the consolation winners, President Pat, B. Maunders, D. Atkins and B. Houldsworth, with some very useful prizes.

With Bill Evans as M.C. and Dave Deally as chairman of entertainment, it was a memorable evening of fun, food and fellowship. Artists contributing were: Tom Laidlaw, pianist; Don Aikens, banjo; Alex McKenzie, accordion; Stan Neville and Ed Thomas, soloists; Frank Baird, banjo, and Harry Hickman, comedian.



EATON WOMEN'S CURLING CLUB ANNUAL BANQUET

(Continued from Page Sixteen)

next year for women curlers from Alberta, Saskatchewan and Manitoba. Hearty cheers greeted this announcement.

May Pfeifer's Rink Twice Winners

Then came the long awaited event, the prize presentations. The Johnston trophy, presented by Mr. J. Johnston, was won by May Pfeifer, skip; Avis Borland, Ruth Hodgson and Anne Hopps. The same rink came forward to receive a second award, the Scrivener Rose Bowl (Wednesday night trophy), presented by Mr. A. H. Young. Mrs. Young presented the runners-up: Florence Stevenson, skip; Jean Fairhall, Joyce Wright and Louise Sala, with their award.

The MacDonell (Monday night) trophy, presented by Mr. A. D. MacDonell, went to skip Veronica Walsh, Florence

Goldie, Viola Archer and Jean Miller. Mrs. MacDonell handed the runners-up trophy to Mary Phillips, skip; Mary Moore, Muriel Clark and Beatrice Vanhee.

The Florence Wilson trophy (Friday night) was presented by Mr. W. L. Palk to Jean Kerr, skip; Betty Vallaey, Nettie Shulhan and Anne Spafford. Runners-up Veronica Walsh, skip; Ethel Smith, Ruby Fraser and Viola Archer received their award from Mrs. W. L. Palk.

Following the presentations the executive for the 1952-53 season was announced: President, Madeline Doyle; Vice-President, Ethel Smith; Secretary, Kay Shores; Treasurer, Anne Spafford; Social Convenors, Mary Thompson, Avis Borland; Publicity, Jean Kerr; Ice Convenors, Eleanor McKay and Mary Phillips.



Top Row—Left: A group of prize winners. Right: Mr. W. L. Palk presenting Club Championship Trophy to Eric Moore.

Centre—Mr. W. L. Palk handing McGee Championship Trophy to Skip Johnny Young, Cliff Ayres, Jimmy McFadzean and Danny Tomes.

Lower Row—Left: President Len Wimble shaking hands with Bill Walsh, Jack Newton at right. Right: Walsh Rink—Bill Walsh, Allan Langlois, Andy McWilliams, Johnny Watson.

Men's Curling Club Holds Annual Wind-Up

Eight Cups Presented

Over 200 guests attended the annual wind-up of the Men's Curling Club held on April 3 at the Marlborough Hotel. Mr. Len Wimble, president, welcomed the curlers, then gave a resume of the season's activities.

Mr. Dave Mackie proposed a toast to the Manitoba Curling Association, thanking them for the splendid job they did at the bonspiel and for carrying the extra-heavy duties imposed upon them, in so successfully running the Macdonald Brier-British Consols playdown.

Mr. Jack Dutton, president of the M.C.A., replied with greetings from the Association, thanking all the local clubs for their fine spirit of co-operation. He said that he thought the effort put forth was a credit to the community. He thanked boss painter, Jack Morrison, for doing a masterful job in decorating the Amphitheatre for the Brier playdowns.

Mr. Gordon Muirhead, head of department, Superintendent's Office, toasted the sister clubs and said that he was pleased to pay tribute to such a grand fellowship group as the curlers of this city.

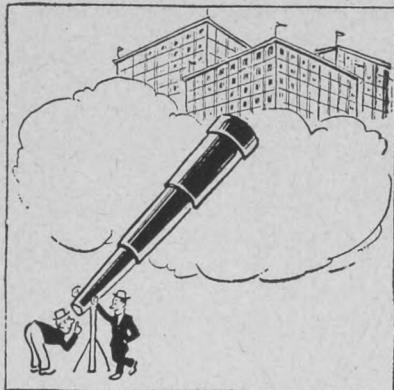
Mr. H. W. Scrymgeour, president of the Past Presidents' Association, replied for the city clubs and, after his congratulatory remarks to the curlers, changed the subject to football and told the gathering that our Jack Morrison was one of the most versatile players in the days when he (Scrymgeour) was one of the football executive.

One of our guests was a former Brier champ, Mr. Howard Palmer, superintendent of the Calgary Store. We were also honoured when a dozen of the western boys stood up and sang "Home on the Range" for us.

Prizes were presented by Mr. W. L. Palk, assistant Store superintendent, and Mr. Jim Johnston, supervisor, M.O. Operating, then a very fine concert followed, staged by the Bob Byron concert group.

The Bill Walsh rink was toasted and presented with the new Eaton Curling Club buttons by Jack Morrison. Billy Walsh replied for his rink.

WHAT'S GOING ON-



AROUND HERE?

BASEMENT STORE

Basement Hosiery and Lingerie

By Angela Treger

We welcome back Mrs. B. Fairbairn, who has been away with a broken ankle.

Nita Miller surprised the department when she walked in on April 14 with a diamond. The lucky man is N. McLennan. Good luck to you both.

Foodateria—By Ruth Morris

Maxine Doig received a lovely diamond, March 12, from John Hope, of the R.C.N.V.R. Best wishes to you both.

Good luck to Margaret Grant who left March 29. Mr. A. Carr, head of department, presented her with a pen and pencil set on behalf of the staff.

Irene Wachler left on April 9 to be married to Ron (Duffy) Dufault, home on leave from H.M.C.S. Magnificent. Mr. A. Carr, head of department, presented Irene with blankets and towels on behalf of the staff. She also received travelling cases at a shower held by her co-workers. Irene and Duffy were married April 19 at Holy Cross Church.

Carl Johnston is recovering from his accident and we hope to see him back at work in the near future.

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MAIN FLOOR

Jewellery—By T. R. Bennett

Mrs. Beth Farrer left on April 4 to reside in Montreal. She was presented with a brilliant pin as a gift from the staff. Best of luck, Beth.

Shirley Tipping (gold section) is away ill. We hope to see her back soon.

Books and Stationery—By M. Lawton

Welcome to Kirsten Anderson (cards) who is back at work looking very well following an operation.

A kitchen shower was held for Arleigh VanCamp (magazines) at the home of Joan Butler. On April 12, Mr. S. Florence, head of department, presented Arleigh with twin sets of luggage and bath towels along with the best wishes of the staff. Arleigh was married in April and is making her home at Lynn Lake.

Men's Furnishings—By Marge McRae

A stag was held on March 19 at the home of Graham Gillespie in honour of Johnnie Clark (collar counter), whose marriage to Louise Duskuluk (formerly of the Fancy Goods and Jewellery Departments) took place early in March. Mr. A. G. Pryce, supervisor, presented the guest-of-honour with a pop-up toaster. Hugh Sinclair had his guitar with him and led a lively sing-song. Many thanks to Mr. and Mrs. Gillespie for the use of their home for this grand evening.

* * *

SECOND FLOOR

Piece Goods and Patterns

Elena MacCourt, who left March 8, was presented with jewellery on behalf of the staff. We are going to miss you, Elena.

Muriel Young left on April 2 to reside in Calgary. She received a camera from the staff. Mr. L. O. Vincent, supervisor, made the presentation. Good luck and best wishes go with you, Muriel.

Welcome back to Mrs. Graham who has returned following a lengthy illness, and "hello" to Ina McGuire who has been absent for the last few weeks, and Norma Wilkes who is out of the hospital and recuperating at home.

Welfare Office

Congratulations to Mr. T. P. McBryde on the birth of his first grandson, Thomas, on March 9.

* * *

THIRD FLOOR

Groceries—By E. Smith

A dinner was held Monday, March 31, in honour of Alfred Saunders, 40 years' service; A. Gilchrist, 30 years as of November 14; R. Westler, 25 years as of December 6; Gudrun Stefanson, 35 years, March 17, and Hester Wells, 25 years, March 25. After an enjoyable dinner, the evening was spent singing old-time songs. A contest was also held in which Mr. Saunders took first prize. Solos were sung by Miss Kennedy and Mr. Harper. Mr. A. Douglass, supervisor, spoke a few words congratulating Mr. Saunders on his long service with the department.

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FOURTH FLOOR

Lingerie—By J. Friskin

The Lingerie Department held a curling party at the Valour Road Rink the evening of March 7. Eight people took part: Chisholm and Borland, Franklin and Friskin, Krute and Pauliuk, Hendee and A. Franklin. Following six exhausting ends, Chisholm's team won, 13-1 (packed rink). The gang then repaired to the Friskens' home where stew was served. (Don't blame the editor, this is the report, verbatim.)

Beauty Shops

The staff of the Beauty Shops presented Mr. H. Bissette with a gift as a thank-you for taking charge during Mrs. Cole's absence on her quarter-century holiday.

* * *

FIFTH FLOOR

Juveniles and Girls' Wear

A miscellaneous shower was held for Frances Kuleski by her fellow workers at The Homestead on April 4. The bride-to-be was presented with a mirror by the department. She was married on April 26 and will reside in Dauphin.

CONTACTS

Welcome back to Gwen Clarke who has been on her quarter-century holiday.

Grill Room Products

Sam Colhoun, stockroom receiver, observed his quarter-century with the Company, April 9. He was presented with a mantel radio as a gift from the staff. Congratulations, Sam.

A shower was held for Jean Clay by her fellow workers at The Homestead, March 26, where she received a mirror and lamps.

Good luck to Mrs. Faye Patterson who is leaving to take up duties at home.

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SIXTH FLOOR

Norman Weldon Honoured

Thanks for a very nice and well-organized party go to Shirley Sleeman of the Interior Decorating. The party was a breakfast given at Moore's, April 4, in honour of Norman Weldon, who has left the Company after 22 years. Besides Mr. and Mrs. Weldon, special guests were Mr. D. S. McKellar and Mr. Herbert Cooper. Carol Simpson presented Mrs. Weldon with a corsage of red roses, and Eddie Frandsen handed Norman a Viking mantel radio from the guests, about fifty of them from the House Furnishings Departments. Fisher Einarson wished Norman and his wife the best in their new undertaking, and Norman expressed his genuine regret at severing connections with Eaton's after so many years.

Carpets Calling

A baby girl, 6 pounds, 13 ounces, arrived at the home of Mr. and Mrs. Paul Moulden, April 12. Congratulations to the three of you.

We are glad to see Mr. H. G. Jephson, supervisor, back from his quarter-century holiday in the south. Everyone is quite envious of the tan he acquired.

Gladys McLean is enjoying the sunshine in Nassau during her quarter-century vacation. She expects to visit Toronto before she returns.

General Office—By Irene Adams

One of our former employees, Mrs. Mary Copsey, is proud to announce the arrival of a daughter, Brenda Gail. Congratulations.

Margaret Duncan, who left on February 16 to make her home in Fort William, was presented with a travelling iron. Good luck, Margaret.

Bob Reagan, who left us for the Self-Serve Dress Department, was presented with a Ronson lighter from the staff. Best of luck at the new job, Bob.

Congratulations to Daisy Paulley, the former Daisy Day, on the arrival of a son, Thomas William, on February 23.

Good luck to Walter Luce who left, February 29, to join the armed forces. Walter was presented with a utility kit from the office staff.

We were sorry to say good-bye to Hazel Trenchard, who left recently to make housekeeping her full-time occupation. Hazel was presented with a china fruit bowl and flower vase from the office staff.

Our best wishes go to Grace Sim who left, March 29, to become the bride of William G. Anderson. She received linen from the girls and a plate-glass mirror from the office staff.

Two of our girls are flashing lovely diamonds. Marjorie Jackson from Glen Ball, and Joan Randle from Richard Keith. All the best to the four of you.

Twenty

SEVENTH FLOOR

Wages Office

Margaret McDonald, who celebrated her 30th anniversary with the Company on March 15, was presented with a handbag from the office staff. May Mackay entertained her at her home on March 17, where Margaret received a jewel case.

Mrs. Nora Burswen left to live in the United States. She was presented with numerous gifts from members of the staff.

Joan Sewell has survived an appendectomy but is still away. Mary Marlow is away ill also. We miss you both. Hurry back soon.

Electricals

Joan Irwin received a diamond, April 5, from Vernon Knowles. Good wishes to you both.

Radios

Deborah Tibbs is still away ill. We hope to see her back with us soon.

Furniture

When Clint Dartnell left the department recently to reside in Fort William he was presented with a gladstone bag. Best of luck, Clint.

Good luck also to Cecil Montgomery who has left the department. He was presented with a pen and pencil set.

We are glad to see Mrs. Cartledge back after her illness.

Budget Plan—By Glen Woods

Barbara Buchanan was married, April 12, to Arnie Wolfe in Dauphin. She was presented with dinnerware by Mr. W. Freeman, head of department, on behalf of the staff, and a pair of lovely figurines from the girls in her section. Best of luck and happiness, Barb.

We were sorry to say good-bye to Bea Aymer who left March 15 to reside in California. "Beezie" received an alligator handbag from the staff and gifts from many friends. Bill Todd left us the same day and was presented with a Parker "51" pen. Good luck to you both.

February 19 was a wonderful birthday for Joanne Coffield who became engaged to Mel Malus the same day. Dorothy Johannesson received a lovely engagement ring from Frank Musgrove, March 31. Best wishes to you both.

Welcome back, gals: Evelyn McKay, Dorothy Sutton, Mary Boyce, Dorothy Langtved and Ruth Telford, who have all been on the sick list. Also a speedy recovery to Kay O'Ber after her operation.

Mrs. Angela Turkula left April 12 to take up household duties. She received a rhinestone necklace from the staff and gifts from the gals. Good luck, Angie.

AN EASTER GIFT FOR ALBERTA

The boys and girls of the Drapery Workroom, Drapery Department and Interior Decorating heard that Alberta Sewell (of the workroom) needed a wheel chair to help her along the road to recovery. A collection was taken up to buy this for her for Easter. The response was unanimous, and enough was collected not only to obtain the chair (no small item) but to provide some change for pin money for Alberta. A token of the high esteem in which she is held by her friends!

EIGHTH FLOOR

Women's Garment Alterations
By Helen Ledochowski

Sorry to report that Rachel Cionfione is ill in the hospital. Hurry and get well soon, Rachel.

Glad to hear that Evelyn Alger and Cecile La-France are in better health following their recent illnesses.

City Ads

Ivy Vale, whose wedding to Fred Olson was an event of April 10, was guest of honour at a luncheon given by the girls in the department when she received a pickle fork. Mr. Moray Sinclair, supervisor, presented Ivy with a linen and lace table-cloth as a gift from the staff on April 5. In making the presentation, Mr. Sinclair remarked that Fred apparently not only had his eyes open but was doubtless wearing glasses which he made himself. Ivy was also guest of honour at a shower held by Ethel Pratt and Mary Ewing at Mary's home, where she received boudoir lamps. Good luck, Ivy and Fred.

Our Ruth Murphy, who not only handles the office funds but also the funds for the Women's Advertising Club, has emerged as winner in a scholarship offered by the Advertising Club for the girl obtaining the highest marks in the University Extension Course in Sales and Advertising. H-m-m. None the less we think her \$25.00 prize well earned.

Telephones

A miscellaneous shower was held at The Homestead on April 18 in honour of Violet Deamel, a bride-elect of May. Violet is on the switchboard and is Miss "Long Distance" of Eaton's.

Glad to welcome back from lengthy illnesses: Helen Studham, Muriel Laurane, Margaret Paterson, Kay Smith, Edythe Course, Hilda Hedges and Wilma Kautz.

To Fanny Tomes, Winnie Kelley, Marion Fredrickson, Florence Ross, who are still away, is a message from the boss: "Hurry back, all is forgiven."

Glad to have Kirsten Anderson back on the Stationery board. Welcome home, Kris.

* * *

ELEVATOR UPS AND DOWNS

By Agnes Reese

Best wishes to the newly-weds who moved to Prince Albert. Good luck, Joan.

Glad to see E. Edwards and H. McMullen back after their recent illnesses.

Sorry to hear that A. Boyce is still on the sick list. We wish a speedy recovery to Margaret Hay, who will be spending some time in the hospital.

Welcome to the following new girls who have joined us recently: Gladys Burley, Ann Vertz and Helen Gilles.

HAVE YOU A HOBBY?

An Employees' Hobby Show is scheduled for June, 1953. Don't miss out on this outstanding event.

Start getting your prospective entries ready right now. Remember, it takes time to crochet a bedspread or do an intricate piece of wood-carving. Get your materials together and get going. You have a year in which to prepare.

New exhibits create new interest.

IN THE MAIL BAG

SECOND FLOOR

M.O. Packing and Shipping
By G. Burton and C. Ridgedale

Congratulations to Johnny Moore on his 35th year with the Company. Johnny received a set of dishes from the staff.

Welcome back to Mr. L. Patterson and Lorna Osiniak who have been away ill.

Best wishes to Kay McDonald and Sarah Stevens who recently received lovely rings.

We are sorry to hear that Rona Einarson, Dora Jonasson and Eva Lunney are away ill. Hope to see you all back soon.

Congratulations to Mr. and Mrs. Black and Mr. and Mrs. Lou Richards on the births of their sons.

Congratulations also to May Pfeifer and her team mates who won the Curling Club championship cup, presented by Mr. Jim Johnston. May and her team also won the Scrivener Rose Bowl trophy.

Bella Nash was married to Harold Turner, of Altamont, Man., at Holy Trinity Church on April 14. Bella was presented with a set of dishes and a bedroom rug from the staff, and the girls entertained at the home of Ruth Paul where she received a lamp and toaster. We wish you the best of luck, Bella and Harold.

Congratulations to Mr. and Mrs. Bill Brown on the birth of a daughter, Linda Jeannine, on April 5.

* * *

THIRD FLOOR

M.O. Budget Plan—By F. Holdsworth

Presentation of a bedthow was made to Shirley Piggott whose marriage to R. Bye took place at St. John's United Church, March 28. Mr. F. J. Ottley, head of department, did the honours. The best wishes of the staff are extended for your happiness, Shirley.

Pat Hurst arrived at work April 1 with a sparkle on her finger that matched the sparkle in her eyes. The lucky man is LAC Ken Duffy, R.C.A.F. Best wishes to you both, Pat.

We are all very pleased to see Herman Olafson back at work and looking so much better. We hope that your good health has returned to stay.

Drug Workroom

A no-hostess party was held by the girls at the home of J. Repeta in honour of Sonia Lander, an April bride. Miss J. Bryant did the honours on behalf of the girls and gave Sonia linen along with our best wishes. On April 1, she was presented with a clock radio from the staff. Sonia plans to make her home in Edmonton.

* * *

FOURTH FLOOR

M.O. Children's Shoes—By D. Clubb

We are extending congratulations to the proud parents of Douglas Brian McGregor, who arrived at the home of Mr. and Mrs. Bruce McGregor on March 16. A little brother for Diane.

A luncheon was held April 4 at Moore's by the girls of the department in honour of Lorraine Russell, who was married on April 5 to George Brown. She was presented with sheets, pillow cases and bath towels. Best wishes to you both.

CONTACTS

FIFTH FLOOR

Draperies—By I. Eilmes

Welcome back to Dorothy Kugyk who was married, March 1, to Bob Kizuk. They honeymooned in Minneapolis.

The latest sparkling attraction in the department is on the left hand, third finger, of Helen Unrau, of our workroom. The lucky man is J. Friesen, of Gladstone, Man. *

M.O. Millinery and Women's Accessories By Muriel Fraser

Department 4's Pat Jacob is the proud wearer of a lovely diamond on that fateful third finger, left hand. The lucky man is Roger Masserey, of Manitoba Telephones. The wedding will take place in June. Best wishes, Pat and Roger.

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SIXTH FLOOR

Jewellery Repairs

The Jewellery Department and Jewellery Repairs' annual curling classic was held at the Civic-Caledonian Curling Club on March 26. Eight rinks competed. Due to shortage of ice, Mr. Olafson (Jewellery Repairs) and Bert Orr (Watch Repairs) were unable to play off the finals. Everyone had a grand time.

Hearty, though somewhat belated, congratulations are extended to three members of our staff who recently became fathers. David Allan Doyle arrived to gladden the home of Beverley and Nick Doyle, February 25. Brenda Eileen Hogg came along March 1 to keep a wee sister company at Humphrey and Glena Hogg's. Then, on March 18, Donald Gregg Murray was welcomed by Mr. and Mrs. Bill Murray and young Bill.

Glad to have Ella Ormshaw and Ed Jackson back with us again. *

SEVENTH FLOOR

Garment Factory—By A. Kirkby

Margaret Rotenburger left us in March to join her husband at Shilo. She was presented with a silver chest from the staff.

It was with sincere regret that we learned of the passing of Mildred Bales at Rochester, Minnesota. Mildred had been a member of our staff for a number of years. Our sympathy is extended to her parents at this time.

We are glad to welcome back several of our staff members who have been away ill.

M.O. Lingerie—By Bea Nash

Helen Koski was married to Peter Emery. As a parting gift she received a wall mirror from the staff, and a miscellaneous shower was held for her at the home of Mrs. Olga Stekler.

M.O. Juveniles and Women's Sportswear By G. Burns and M. Pariseau

We are glad to report that Mae Burwash is feeling much better now and will soon be back to work.

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EIGHTH FLOOR

M.O. Copying—By M. Shepherd

Our sympathy is extended to Jean Seaman in the recent loss of her father.

Pleased to see Vi McInnes back again after her illness.

M.O. Complaints—By J. Baynes

There's a cheery grin belonging to Jackie Hudson that is missing from our department these days. Hope to see you better and back to work soon, Jackie.

We are glad to know that Helen Roome's mother is making such a splendid recovery after her recent bad accident.

The Easter sun was no brighter than the sparkle from the diamond on the left hand of Ann Harder. Best wishes from all of us.

M.O. Exchanges—By M. Davies

Frank Swonell is home from the hospital following an emergency appendectomy.

Our sincere sympathy is extended to Mabel Stuart whose father passed away recently.

Best wishes and a very happy future to our brides of the past month: Betty Smith and Allan Hunt were married March 15 at St. Philip's Church. Betty received a bedthrow from the staff. Ruth Dugard and Eugene Mercier were married April 2. Ruth's gifts were bed linen and towels.

M.O. Salesroom, Files and Correspondence By G. Brownlee and L. Lauch

Nora Penner married John Green on April 1 at Fort Rouge United Church. She received linen from the department and kitchenware from the girls, and an iron as a shower gift. Our best wishes go to Nora and Johnny for a happy married life.

Two lucky girls are wearing beautiful diamonds. Louise Lane received hers from Ken Shier, and Eileen Gulash from Alfred Almasi. Best of luck to you all.

Our Jo Ness has been in hospital but is now convalescing at home. Glad to hear you are feeling better, Jo. Hurry back, as we all miss you.

It's just like old times again in the department having Joe Sigurdson back. It's good to see you, Joe.

M.O. Cashiers

A miscellaneous shower was held at the home of Beryle Trinder for Winnie Hamilton, who married Len Harkness. She was presented with a chenille bedspread and a tablecloth from the staff.

Rosemary Hodgkinson was guest of honour at a shower held at the home of Jean Maxwell where she was presented with a torchere. She received a chenille bedspread as a gift from the staff. Rosemary was married April 19 at Holy Trinity Church to Henry Ensor, Time Office. Best of luck.

Here's wishing Elsie Kunz a speedy recovery from her operation.

M.O. Advertising—By George Cummings

We are glad to report that Mr. Davidson is back with us and looking well, after having been away several weeks due to illness.

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NINTH FLOOR

Men's Furnishings—By D. Dee

Pat Hubley left April 2 and was married April 5 to Pte. John Hicks in Harrow United Church. Mr. L. Cleve, head of department, presented her with a torchere as a wedding gift. Our best wishes for a very happy future, Pat and Jack.

Notions and Fancy Goods

By H. Girdlestone and H. Fotheringham

We are very pleased to have Ruby Gibson back with us again after a lengthy illness.

In Memoriam

MR. FRANK G. EDICK

A pharmacist with the Drug Department, Frank Edick passed away on March 27 after a short illness.

Frank, just 28, was a 1951 graduate in pharmacy from the University of Manitoba, and had been with the Store just ten months, long enough, however, to become very popular with staff and customers alike.

A member of the U.S. air force, Frank served overseas in Burma, India and China. He attended Chalmers' United Church.

Our sympathy is extended to Mrs. Edick, his widow; his parents, Mr. and Mrs. C. H. Edick, and a brother and two sisters who survive.

MR. CLAYTON ALEXANDER ROBERTSON

After five and one-half years with the Company, Clayton Robertson, a night watchman, passed away on April 12. Mr. Robertson lived in St. Vital.

He is survived by his widow, a son, Allan, and a daughter, Mrs. Frank Hay, to whom our sympathy is extended.

MRS. ANNE HOPKINS

Irish-born "Ma" Hopkins, as she was affectionately known to the staff of the Employees' Cafeteria where she spent her 11 years' service, passed away March 31. She retired in October, 1950.

A widow, Mrs. Hopkins is survived by one son, Harry, living in Winnipeg, to whom we offer our sympathy. Another son, Fred, was killed during the war.

MISS MILDRED BALES

In spite of her long illness, Mildred Bales was a very plucky and popular member of the Garment Factory staff. Mildred had been with the Company for five years before her death on March 18.

Our sympathy is offered to Mr. and Mrs. Gilbert Bales, Mildred's parents, who survive.

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We extend sincere sympathy to those members of the staff who have recently suffered bereavements:

In the Loss of a Father

MISS M. STUART (M.O. Exchanges)
MISS M. MAYDENIK
(M.O. Women's Dresses)
MR. A. FARQUHAR (Printing)
MRS. DIANA SALES (Cafeteria)
MR. G. DOUGLASS (Groceries)
MISS J. SEAMAN (M.O. Copying)
MISS M. WATT (Men's Hats)
MISS EDITH FOSTER (M.O. Piece Goods)

In the Loss of Her Husband

MRS. A. FENWICK (Radios)
MRS. K. DERKSEN (M.O. Boys' Clothing)

In the Loss of a Brother

MR. A. KELLY (M.O. Packing)
MISS H. GDYK (Groceries)

In the Loss of a Mother

MISS E. MCKINNON (Hostess Shop)
MISS D. HORN (Basement Millinery)
MR. H. MCKANE (Receiving)
MR. R. M. SPICER (Electric Refrigerators)
MRS. JESSIE CHARRON
(Employees' Lunchroom)
MRS. W. ROBSON (Caretaking)
MR. F. TINNEY (Box Factory)
MRS. M. REUTHER
(M.O. Employees' Coffee Bar)
MR. J. HUNTER (Drugs)

In the Loss of His Wife

MR. HAROLD CLEVE (Radios)

In the Loss of a Baby

MR. A. BOOMER (Drapery Workroom)

Learn How to Play Softball

EATON
GIRLS' BASEBALL SCHOOL

conducted by

TOM CASEY

Blue Bomber Star

at

Sargent Park

Tuesday, May 13th - Thursday May 15th

7 p.m.

*All girls interested in playing softball and learning
the finer points of the game are asked
to attend this school*

THE COST OF NEGLIGENCE IS HEAVY!

Have you changed your hospital and medical insurance contracts to include your wife or husband? If not, make arrangements at the Welfare Office *to-day*.

You can only claim for dependents if your contracts have been adjusted to cover dependents.

If you have been married recently or are planning to be married soon, see that the necessary information is added to your contracts *now*.



T. EATON C^o
WINNIPEG
LIMITED
CANADA.